



Required Report - public distribution

Date: 12/29/2000

GAIN Report #ES0010

El Salvador

Retail Food Sector

Report

2000

Approved by:

Frank Coolidge, Ag. Counselor
U.S. Embassy, Guatemala

Prepared by:

Miguel Herrera, Ag. Specialist

Report Highlights:

El Salvador's retail food sector continues to experience tremendous growth. This growth has been fueled by the rapid expansion and aggressive competition of the supermarket industry. Regional chains have entered the market. A total of 136 supermarkets located nationwide handle approximately 36 percent of the food retail market. U.S. products are viewed as of higher quality. However, price continues to be the main factor for purchasing of consumer-ready-products.

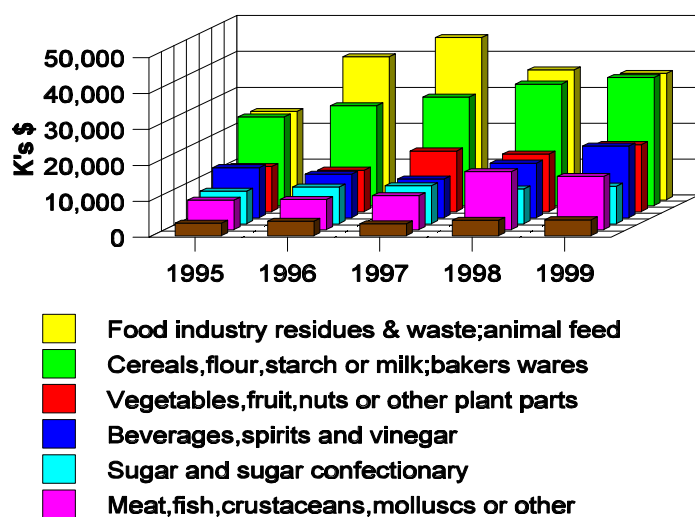
TABLE OF CONTENTS

| | |
|--------------------------------------------------------------------------------------------------|-------------------------------|
| I. MARKET SUMMARY | Page 2 of 16 |
| EL SALVADOR'S IMPORTS OF PREPARED FOODSTUFF FROM 1995 TO 1999 .. | Page 2 of 16 |
| Advantages and Challenges Facing U.S. Products in El Salvador | Page 3 of 16 |
| II. ROAD MAP FOR MARKET ENTRY | Page 3 of 16 |
| A. Supermarkets, Superstores, Hyper Markets, Club and Warehouse Outlets | Page 3 of 16 |
| Distribution Channels | Page 4 of 16 |
| Entry Strategy: | Page 4 of 16 |
| Supermarket Profile: | Page 5 of 16 |
| B. CONVENIENCE STORES, GAS MARTS | Page 7 of 16 |
| Distribution Channels | Page 7 of 16 |
| Entry Strategy: | Page 7 of 16 |
| Sub-Sector Profile: | Page 7 of 16 |
| C. TRADITIONAL MARKETS, "MOM AND POP" SMALL INDEPENDENT GROCERY STORES AND WET MARKETS | Page 8 of 16 |
| III. COMPETITION, CONSUMER-READY PRODUCTS | Page 9 of 16 |
| PREPARATIONS OF CEREALS IMPORTS | Page 12 of 16 |
| IV. BEST PRODUCT PROSPECTS | Page 12 of 16 |
| A. Products in the market, which have good sales potential: | Page 12 of 16 |
| B. Products not present in significant quantities, but which have good sales potential: | Page 14 of 16 |
| C. Products that will not do well or cannot be used in the market: | Page 14 of 16 |
| V. POST CONTACT AND FURTHER INFORMATION | Page 14 of 16 |

I. MARKET SUMMARY

- ! El Salvador imported approximately \$ 297 million in consumer foods in 1999.
- ! The U.S. accounted for 40 percent of 1999 total consumer product imports.
- ! Per capita food expenditures were \$ 872.5 in 1999.
- ! Approximately 1.2 million consumers purchase consumer ready products.
- ! In 1999, supermarket industry reported sales reached \$ 373.6 million.
- ! Convenience store reported sales of \$36.9 million in 1999.
- ! In general, the major commercial exporters to El Salvador in 1999 were in order of importance: the U.S., Guatemala, Mexico, Costa Rica, Panama, Honduras and New Zealand.
- ! There are 136 supermarkets located nationwide that handle approximately 36% of the food retail market. There are 95 convenience stores located all over the country that are managed by the 3 main gasoline distributors: Shell, Esso(Exxon) and Texaco.
- ! The cities of San Salvador, Santa Ana and San Miguel handle 75% of consumer-ready food imports.
- ! Salvadoran consumers have become accustomed to higher quality consumer-ready products.
- ! Supermarkets continue to open branches in populated working class areas.
- ! There is a 13% value added tax (VAT) for food products.
- ! About 65% of products sold in supermarkets are imported, mainly from the U.S. and Central America.
- ! U.S. exports of consumer-oriented agricultural products reached a record \$ 34.7 million in 1999, a 26.6 percent increase compared to 1998.

EL SALVADOR'S IMPORTS OF PREPARED FOODSTUFF FROM 1995 TO 1999 IN THOUSAND DOLLARS



In 1999, imports of prepared foodstuffs have increased approximately 6 % compared to 1998.

Preparations of vegetables, fruits and nuts; and beverages, spirits and vinegar categories experienced the highest import increases. The beverage and spirits category increased 32 % from 1998 to 1999, mainly due to an increase in wine consumption in the Hotel, Restaurant and Institutional (HRI) sector. In addition, many new varieties of liquors have been introduced to the market, for instance wine coolers and bourbon. Imports of a wide variety of chocolates, mainly from the U.S., Costa

Rica and Guatemala, increased the cocoa and cocoa preparations category 3% during the period.

Advantages and Challenges Facing U.S. Products in El Salvador

| Advantages | Challenges |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Many Salvadorans have studied, traveled and worked in the United States, thus have developed a taste for U.S. food products. | The U.S. must supply a diversity of products that can compete in quality and price with similar products from other countries, i.e. Mexico, Central America, Chile. |
| U.S. products in general are considered of higher quality and safer to consume. | Some consumers can pay for U.S. quality, but for the majority, price is the major consideration in purchasing decisions. |
| In the 3 most populated cities, San Salvador, San Miguel and Santa Ana, the majority of employees and workers eat lunch out, and can take advantage of ready-to-eat products in supermarkets and convenience stores. | In general, the introduction of ready-to-eat products into supermarkets and convenience stores needs to be done through a local distributor. |
| There is a potential market for U.S. food products. | Products have to be familiar to the consumers; therefore, if it is not a well known U.S. brand, sampling is a must. |
| Importers and retailers have knowledge and are well trained in purchasing and merchandising U.S. food products. | Access by sea is restricted to the Pacific, roads to Central America are not safe and in bad condition, and air cargo is expensive. |
| Distributors generally consider U.S. exporters reliable and trustworthy. | Clearing at customs has improved due to the auto-liquidation service of the Ministry of Hacienda. However, corruption is still a burden to importers. |
| Franchises of ready-to-eat products from the U.S. have expanded over the last decade. Fast foods such as hamburgers, pizza, subs, etc. are very popular. | Salvadoran investors would like to obtain more information about franchising opportunities. |
| U.S. products such as wine, nuts, liquors, and gourmet products are not locally produced. | Price is a limiting factor. |

II. ROAD MAP FOR MARKET ENTRY

A. Supermarkets, Superstores, Hyper Markets, Club and Warehouse Outlets

El Salvador has several supermarkets nationwide, one hyper market in Soyapango, (considered part of the greater area of San Salvador), several smaller hyper markets and two club warehouse outlets in the capital city.

Distribution Channels

Products are usually imported by local distributors from the U.S. and other suppliers. Local distributors also carry locally made products. Local distributors have their own distribution warehouses and sort out products from there to supermarkets, superstores, hypermarkets, club and warehouse outlets. Some imports are done directly by retailers from direct exporters in the U.S. and other exporting countries.

- ! Most food products (local and imported) are purchased by supermarkets through local distributors.
- ! Red meat or cattle comes directly from Nicaragua.
- ! Some supermarkets, in addition to retail sales, also sell in large quantities to companies, cooperatives and to small stores (tiendas), that are mostly located in rural areas.
- ! Purchasing managers buy U.S. food products mostly from local distributors, although a few products are imported directly, specially liquors and wines.
- ! Fruits and vegetables are purchased from local producers and imported mostly from the Central American region.
- ! Grapes, apples and stone fruit come from the U.S. and Chile.

Entry Strategy:

- ! Appoint a local distributor.
- ! Although some supermarkets import directly, most food items are purchased from distributors that are appointed by U.S. or other countries' exporters. According to supermarket purchasing managers, it is more convenient for them to purchase from local distributors and save the storage costs of keeping a large warehouse. For a U.S. firm aiming to enter the Salvadoran market it is recommended to appoint a local distributor.
- . To appoint a local distributor a U.S. firm has to:
 - Make sure that the local distributor has a good credit standing (the U.S. Department of Commerce offers a gold key service that provides information on local importers).
 - Sign a contract with a local lawyer.
- ! Introduce product with Point of Purchase (POP) displays.
- ! To introduce a new product to the Salvadoran market, purchasing managers suggest doing a promotion that includes not only product information, but sampling as well in order to make the product known to the consumers. There have been experiences where even well known U.S. food brands have not sold because customers were unfamiliar with the product. The same is true for frozen products which are just beginning to appeal to the Salvadoran consumer and viewed by some marketing experts as an area to be developed.
- ! Attend food trade shows to meet Salvadoran buyers. Marketing managers attend U.S. trade shows regularly and believe that this is the best way to find new products to introduce to this market.
- ! Point of Sale (POS) material is very important to promote food products in this market. In addition, advertising through newspapers, radio and t.v. is a must.

Supermarket Profile:

Supermarkets in El Salvador are reticent to release exact sales information. Although a number

did provide information, they requested it be kept confidential. Therefore, sales have been categorized as follows:

- A: Less than \$10 million
- B: \$11-\$25 million
- C: \$26-\$75 million
- D: \$76- \$100 million
- E: \$101-\$150 million
- F: More than \$150 million

| Retailer Name and Outlet Type | Ownership | Sales (\$Mil) | No. of Outlets | Locations (city/region) | Purchasing Agent Type |
|---------------------------------------------------|------------------|----------------------|-----------------------|---------------------------------------------------------------------------------------|------------------------------------|
| Europa, supermarkets and one hypermarket | Local | C | 4 | Capital City, San Salvador | Direct Imports, Local Distributors |
| La Despensa de Don Juan, supermarkets | Local | E | 26 | 19 in San Salvador, 2 in Santa Ana, 1 in Sonsonate, 3 in San Miguel and 1 in Usulután | Local Distributors |
| Selectos, supermarkets, hypermarkets ¹ | Local | F | 56 | 17 in San Salvador, 39 nation wide | Direct Imports, Local Distributors |
| Price Smart, Club Warehouse | Foreign U.S. | B ² | 2 | Capital City, San Salvador | Direct Imports, Local Distributors |
| Todo por Menos (TPM) | Local | A | 21 | Nationwide | Direct Imports, Local Distributors |

¹ Selectos purchased El Sol and La Tapachulteca supermarkets in 1999.

² Began operations in August 1999.

| Retailer Name and Outlet Type | Ownership | Sales (\$Mil) | No. of Outlets | Locations (city/region) | Purchasing Agent Type |
|--------------------------------------|-------------------------------------------|----------------------|-----------------------|--------------------------------------------------------|---------------------------------------|
| Pali | Foreign Mas por Menos Costa Rica | A | 5 | Soyapango, San Marcos, Santa Ana and 2 in San Salvador | Direct Imports, Local Distributors |
| Despensas Familiares | Foreign Guatemala (La Fragua Group) | A | 19 | Near open markets, nation wide | Direct Imports, Local Distributors |
| Hyper Paiz, hypermarket | Foreign Guatemala (La Fragua Group) | B ³ | 1 | Soyapango | Direct Imports, Local Distributors |

Source: Information provided by supermarkets. For those who declined to release sales information, an estimate was made by the drafters.

- ! The Supermarket industry is very competitive in El Salvador. Many traditional chains have been forced out of the market or have been bought off by stronger supermarket chains.
- ! The industry is focusing on highly populated areas in the capital city of San Salvador and has started a rapid expansion in the smaller towns scattered throughout the country.
- ! Paiz and Banco Cuscatlán (El Salvador's second largest bank) have join financially raising assests to a combined total of \$320.5 million.
- ! Price Smart offers the innovations of frozen specialty products that are not available in other supermarkets, it also offers a cafeteria type service that includes all you can drink sodas.
- ! PriceSmart has opened it's second outlet in a large growing working class neighborhood.
- ! Two chains, El Sol and Tapachulteca have sold their stores to Selectos.
- ! Hyper Paiz has started building it's second outlet.
- ! Supermarkets offer special sales every week during which various food products are featured. Other attractions such as music and sampling also part of the merchandising strategy to lure new customers.
- ! There is a growing demand for ready to eat products. Supermarkets have taken advantage by opening cafeterias in their outlets which are available in 75% of the supermarkets. These places are very popular for lunch and after working hours.
- ! In addition, supermarkets offer other incentives to consumers such as banking services, film developing, printing and courier services.

B. CONVENIENCE STORES, GAS MARTS

³ Began operations in October 1999. Has one additional outlet under construction.

There are three chains of convenience stores: Select Market, Tiger Market and Starmart-Food Marts, which belong to the Shell, Esso (Exxon) and Texaco.

Distribution Channels

! Distribution is mainly through local distributors, direct imports are minimal.

Entry Strategy:

- ! New products have to be presented to the purchase manager of each chain and a local distributor must be appointed.
- ! Purchasing managers should be invited to U.S. fairs and food products exhibitions.
- ! Customers need to be familiar with products; therefore, new products have to be introduced with a promotional campaign that includes sampling.
- ! Esso convenience stores belong to the Convenience Store Association, thus, products can be introduced to Esso (Exxon) through this Association.
- ! Product prices are a key to entry. Due to low consumer purchasing power, lower priced food products fare better in this market.

Sub-Sector Profile:

| Retailer Name and Outlet Type | Ownership | Sales (\$Mil) | No. Of Outlets | Locations (city/region) | Purchasing Agent Type |
|--------------------------------------|-----------------------------------------|----------------------|-----------------------|---------------------------------------------|------------------------------|
| Select Market | Shell 40% U.K. 60% Netherlands | A | 28 | 23 in San Salvador, 5 nation wide | Local Distributors |
| Tiger Market | Esso (Exxon) U.S. | B | 43 | 26 in the Metropolitan Area, 17 nation wide | Local Distributors |
| Starmart, Food Marts | Texaco U.S. | B | 24 | 4 in San Salvador, 20 nation wide | Local Distributors |

Source: Information provided by gas distributors. Due to requests for confidentiality, sales information is provided according to categories outlined under "Supermarkets".

- ! Other than the U.S., products come from Canada, Central America, Colombia, Argentina, Chile, Uruguay and Europe.
- ! 85% of beer sales are domestic product, 5% from the U.S., 8% from Mexico and the rest from Europe.
- ! Major U.S. products sold are chocolates and candies. They comprise 80% of total sales for this category.

- ! 75% of total sales come from locally produced products or from the Central American region, these are mostly fast foods, cigarettes and soft drinks.
- ! Most convenience stores located in the metropolitan area have additional services such as bank tellers. Some also have movie rentals, dry cleaning, car wash and tune-up services.
- ! Store sizes vary, the largest is approximately 1400 square feet, the smallest 430 square feet.

C. TRADITIONAL MARKETS, “MOM AND POP” SMALL INDEPENDENT GROCERY STORES AND WET MARKETS

- ! Traditionally, the public markets have been the main suppliers of fruits, red meat, vegetables, poultry, eggs, pork and fish.
- ! There are seven public markets in San Salvador and at least one in each town.
- ! In the last two decades there has been a tendency to purchase in supermarkets, especially for the upper and middle classes. Lately there has been a substantial increase of supermarket customers from the working class and supermarkets are being opened in lower income areas.
- ! Only a few U.S. food products are sold in these markets. Apples and grapes are very popular.
- ! The majority of food products sold are locally produced or come from other Central American countries.
- ! The number of small independent grocery stores in each neighborhood varies from 10 to 100 depending on the size of the neighborhood. These are not designed for the customer to easily see the product and select what they need. Sales are made mostly by product name or category, therefore, it is not recommended to develop a strategy to enter this market. Same applies to the rest of the markets reviewed in this section.

III. COMPETITION, CONSUMER-READY PRODUCTS

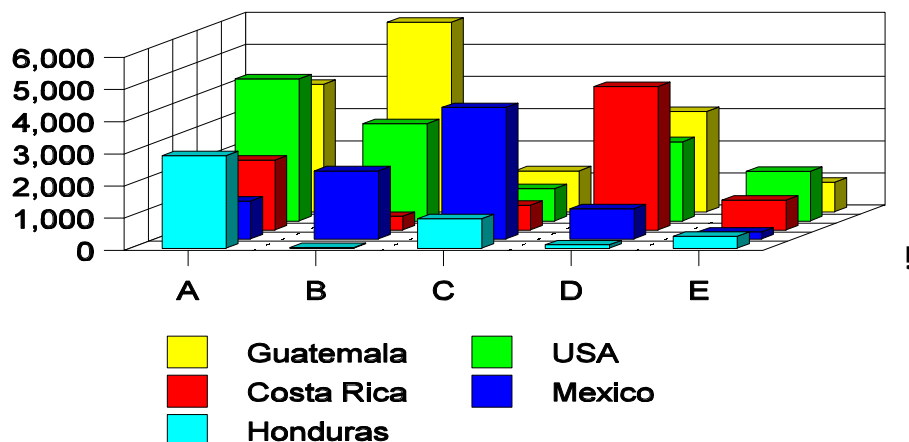
- ! In 1999, the U.S. share of the consumer-ready market reached 23.8%. Guatemala had 22.4%, Mexico 11.1% and Costa Rica 8.5%. It is important to note that many countries also have food processing plants locally which may increase their respective market share.
- ! Powdered milk is mostly imported from New Zealand, the Netherlands and Australia. In

addition the New Zealand Dairy Board has built a distribution and packaging facility at a cost of approximately \$5.0 million. Fluid milk is locally produced and also imported from Costa Rica and Mexico in UHT-long life presentations. There are also donations of powdered milk for the poor which mainly come from the European Union (EU).

- ! El Salvador is a signatory to the Agreement on Central American Tariffs and Duties it is also a member of the Northern Triangle (commercial agreement with Honduras and Guatemala) and the Central American Common Market. In addition, El Salvador has recently signed a free trade agreement with Mexico and is negotiating with Canada, Chile and Panama.

1999 El Salvador

Processed Food Imports by Country of Origin in K's \$



! A = Preparations of vegetables, fruit, nuts or other plant parts. In 1999, the U.S. has become the largest market share holder in this category with 24 % of total imports. Followed by Guatemala with 21 %, Honduras with 16 % and Costa Rica with 11 %.

! B = Beverages, spirits and vinegar. The highest is Guatemala at 29.6%, followed by the U.S. at 15.1 %.

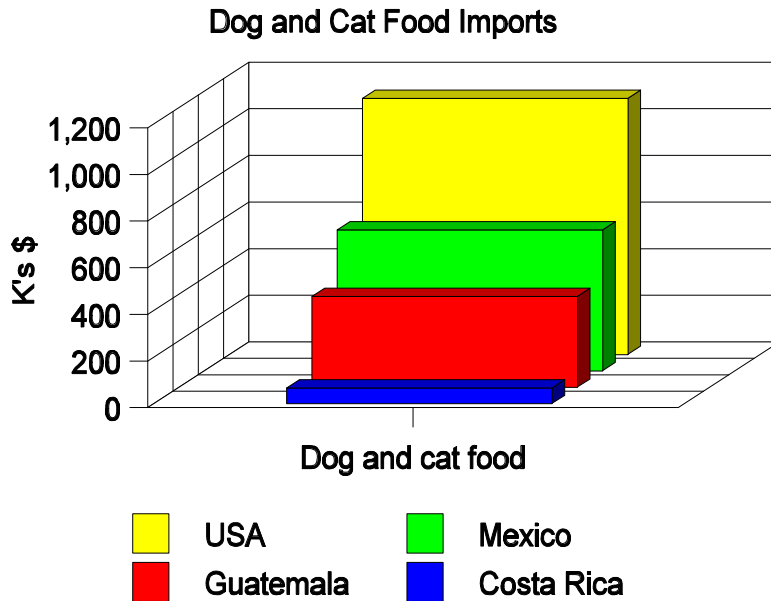
! C = Sugar and sugar confectionary. Mexico is the largest share holder in this category with 39.4 % of the market, followed by Guatemala with 12.5 %.

! D = Edible preparations of meat, fish, crustaceans, molluscs or other aquatic invertebrates. Costa Rica controls 30 % of this market, followed by Guatemala with 21 % and the U.S. with 16.3 %..

! E= Cocoa and cocoa preparations. The U.S. has surpassed Guatemala with 34 % of the market. U.S. chocolates are now available throughout the year and not just during the christmas season.

1999 El Salvador

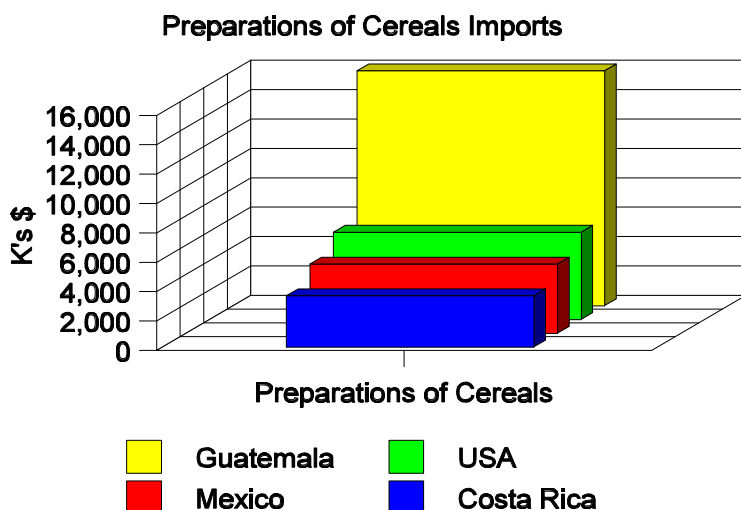
DOG & CAT FOOD IMPORTS



- ! Imports from the U.S. account for 50 % of total dog and cat food imports in 1999. Mexico, Guatemala and Costa Rica with a market share of 21 %, 18 %, and 7 % respectively; are the other major players in this market. Sales of prepared dog and cat foods have shown a dramatic increase during the past five years mainly due to: 1) the growth of pet shops both in shopping malls and supermarkets; 2) the decline in meal "leftovers" as women join the workforce and reduce in home cooking; and 3) family members returning from the U.S. suggest that prepared foods are better for their dogs and cats.

PREPARATIONS OF CEREALS IMPORTS

1999 El Salvador



! Guatemala continues to dominate this category, however it's market share has dropped from 51.4 % in 1998 to 44.6 % in 1999. The U.S. increased it's market share from 11.5 % to 16.6 % in 1999. Costa Rica and Mexico are also major players in this category.

IV. BEST PRODUCT PROSPECTS

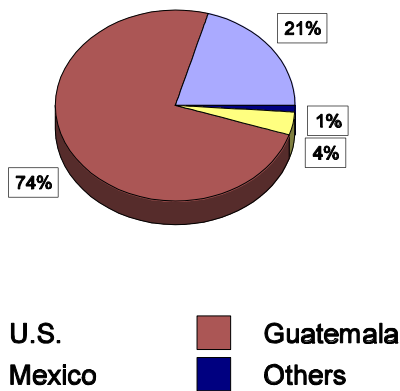
- ! There are many Salvadorans who have studied and/or worked in the U. S. and who have developed a taste for U.S. products.
- ! Traditionally U.S. products are considered of a better quality than products produced locally or which come from another country.
- ! Salvadorans prefer low cost products than to have to pay for high quality products.
- ! Salvadorans who live in the U.S. bring American food products to their relatives as gifts i.e. candies, chocolates, therefore, developing a taste in the local population. Low price is very important for an imported product to have good sales potential.

A. Products in the market, which have good sales potential:

- ! Breakfast cereals.
 - ! Apples and grapes all year around.
 - ! Wine.
 - ! Dog and cat food
 - ! Ramen style soups.
 - ! Non-dairy coffee creamers.
 - ! Canned fruits and vegetables.
 - ! Meat sausages.
- ! Pork meat.
 - ! Snacks.

1999 Breakfast Cereals

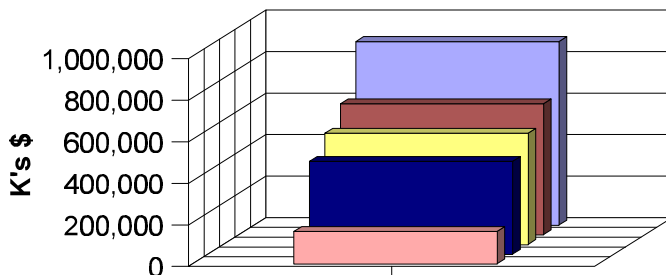
Market Share



BREAKFAST CEREALS IMPORTS

1999 Sausage

Imports



SAUSAGE IMPORTS



B. Products not present in significant quantities, but which have good sales potential:

- ! Frozen foods are growing in demand, and are expected to continue an upward trend.
- ! Low fat, low cholesterol products.
- ! Pork ribs.
- ! Salad dressings.
- ! Stone fruits.
- ! Dairy products.
- ! Fresh potatoes.
- ! Pre-cooked turkey.
- ! Deli meats.

C. Products that will not do well or cannot be used in the market:

- ! Beer, is present in low quantities because the only local beer manufacturer has a monopoly.
- ! Tropical fruits, i.e. oranges. They are cheaper in Central American countries.
- ! Exotic fruits, i.e. kiwi.
- ! Beef. While high-end hotels offer an opportunity, beef imports are dominated by Nicaragua which provides good quality and good prices. Currently Australia is trying to enter the market with competitive prices.
- ! Fresh or frozen poultry and poultry products. The government has imposed very strict zoosanitary requirements.
- ! According to some supermarket owners, products that do not sell much are: canned beans and soups, cheese filled crackers and t.v. dinners.

V. POST CONTACT AND FURTHER INFORMATION

- ! Office of Agricultural Affairs
U.S. Embassy El Salvador
Contact: Miguel F. Herrera
Agricultural Specialist
Phone: (503) 279-0569/278-4444, Ext. 1412/1414; Fax (503) 278-3351
E-Mail: herreramf@embsansal.usinfo.org.sv
Address: Blvd. Santa Elena y Calle Conchagua
Antiguo Cuscatlan, La Libertad; El Salvador
- ! Supermercados Selectos (Calleja S.A. de C.V.)
Contact: Lic. Ricardo Antonio Landaverde M.

Financial and Administrative Manager
Phone: (503) 267-3630, Fax: (503) 298-1943, E-Mail: rlandaverde@sal.gbm.net
Address: Avenida Olimpica, Prolongación 59 Av. Sur, San Salvador, El Salvador.

- ! Supermercados Europa
Contact: Lic. Jaime Orlando Saca
Owner
Phone: (503) 298-8000 Fax: (503) 298-8244, E-Mail: europa@quik.elsv.com
Address: Oficinas Hiper Europa, Avenida Manuel Enrique Araujo, entre Calle Nueva 1 y 2, Colonia Escalón, San Salvador, El Salvador.

- ! Price Smart
Contact: Mr. Ricardo Castro
General Manager
Phone: (503) 247-7409 Ext. 247, Fax: (503) 247-7414,
E-Mail:psmtelsalvador@saltel.net
Address: Boulevard Sur, Calle Cortez Blanco, Avenida El Pepeto, Urbanización Madre Selva, Antiguo Cuscatlán, El Salvador.

- ! Supermercados La Despensa de Don Juan
Contacts: Mr. Alex Canales, Wine Manager
Mr. Walter Mata, Frozen Foods Manager
Ing. Ernesto Murga, Produce Manager
Phone: (503) 263-1700, Fax: (503) 263-3900, E-Mail: despensa@saltel.net
Address: 89 Avenida Norte y 7 Calle Poniente, Colonia Escalón, San Salvador, El Salvador.

- ! Hiper Paiz and Despensas Familiares
Contact: Ing. Luis Alfonso Anleu
General Manager
Phone: (503) 275-7249, Fax: (503) 275-7275, E-Mail: lanleu@lafragua.guate.net
Address: Kilometro 4 1/2 sobre el Boulevard de Ejercito Nacional, Soyapango, El Salvador.

- ! Todo por Menos
Contact: Mr. Elizandro Rivera
Administrative Manager
Phone: (503) 278-7410, Fax: (503) 278-2822, E-Mail: erivera@latapa.com
Address: Km 9 ½ Carretera al Puerto de La Libertad, Santa Tecla, La Libertad, El Salvador.

- ! Pali
Contact: Lic. José Luis Orellana
General Manager
Phone: (503) 264-7242 to 48 , Fax: 264-7143, E-Mail: jorellana@csu.co.cr

Address: 9 Calle Poniente #8,169, entre 83 y 85 Av. Norte, Colonia Escalón, San Salvador, El Salvador.

- ! Esso Standard Oil, Tiger Markets Convenience Stores
Contact: Ing. Gerardo Moreno
Purchasing Specialist
Phone: (503) 278-0477 Ext. 247, Fax: (503) 289-0733,
E-Mail: gerardo.a.moreno@exxon.sprint.com
Address: Kilometro 91/2 Carretera a La Libertad, Santa Tecla, La Libertad, El Salvador.

- ! Shell, Select Market Convenience Stores
Contact: Lic. Sonia Morales de Revelo
Convenience Stores Supervisor
Phone: (503) 228-0244 Ext. 1311, Fax: (503) 228-5173
Address: Kilometro 11 ½ Carretera a La Libertad, Santa Tecla, La Libertad, El Salvador.

- ! Texaco, Starmarts, Foodmarts Convenience Stores
Contact: Lic. Andrés Giamattei, Marketing and Purchasing Assistant
Mr. Luis R. Navarrete, Sales Assistant
Phone: (503) 278-8888 Ext. 3125, Fax: (503) 278-3279,
E-Mail: giammja@texaco.com for Lic. Andrés Giamattei
E-Mail: navarlr@texaco.com for Mr. Luis R. Navarrete
Address: Km. 10 1/2, Carretera a La Libertad, Santa Tecla, La Libertad, El Salvador.

- ! Salvadoran Distributors Association (ADES)
Contact: Lic. Sonia Cecilia Jule
Executive Director
Phone/Fax: (503) 223-6574, 245-3359, E-Mail: ades1@quik.elsv.com
Address: Plaza Suiza, 3a. Planta Local C-5, San Salvador, El Salvador.